

The Star of the Gulf

The County Paper.

SUBSCRIPTION \$2.00 PER YEAR—ALWAYS IN ADVANCE.

BAY ST. LOUIS, MISS., SATURDAY, JANUARY 15, 1927.

Editorial Rowland,
Jackson, Miss.

THIRTY-SIXTH YEAR—NO. 3.

REPRESENTATIVES OF RAILROAD AND PRESS VISIT MISS. GULF COAST

Campaign Launched to Glorify Beauty of the Mississippi Gulf Coast in Atlanta Section—Many Notable Representatives to Bay St. Louis.

An aggressive advertising campaign, aimed to direct attention to the glories of the Mississippi Gulf Coast throughout the metropolitan area of Atlanta has been launched by the Atlanta and West Point railroad, acting in active co-operation with the Louisville and Nashville system.

Records show that in spite of all of many unusual attractions of the Mississippi Coast region and the accessibility of this section to Georgia's capital city, Atlanta people are not habituated to visiting this region.

In the interest of this program a delegation of Atlanta newspaper men, upon invitation and under the leadership of J. P. Billups, general passenger agent, of the West Point route, was brought to the Mississippi Gulf Coast Tuesday morning to secure first hand information concerning the resources of the coast. While here they were guests of the Mississippi Gulf Coast club and they participated in the tour of the coast arranged for President W. R. Cole and other executives of the L. & N. system.

Heading the journalistic pilgrimage was O. B. Keeler, feature writer of the Atlanta Journal and press representative for Bobby Jones, golf champion. Others in the delegation were L. O. Mosley, city editor of the Atlanta Constitution; Bradford Byrd, assistant managing editor of the Atlanta Journal; Tarleton Collier, special writer of the Atlanta Georgian, and F. L. Nelson, district passenger agent of the West Point railway.

In speaking at a luncheon given at Pine Hills Tuesday, complimentary to the visiting party, Mr. Keeler stated that he and his associates in their brief visit had obtained sufficient material to enable them to write about the beautiful Mississippi Gulf Coast for weeks. He suggested that Mr. Billups arrange for a series of such visits to the coast and expressed the desire to participate in all of them.

At Bay St. Louis time did not permit of the press representatives to speak, however, Mr. Keeler, of the Atlanta Journal, said to the local representative there was so much to write about in and around Bay St. Louis, including the entire coast, and the press boys would have much to say about Pine Hills and Bay St. Louis, not forgetting the reception at the Hotel Weston. He said Bay St. Louis was a city of charming setting and how could any one resist the lure of the waters of the gulf and the soothings of the pines.

LOCAL AUTO FIRM CHANGES NAME

Gulf Chevrolet Company Changes Name For Bay St. Louis to Frierson Chevrolet Company—Bay St. Louis To Operate Under Direct Agency Rather Than Under Gulfport as Formerly—New Models Expected Soon.

It is announced in this edition that the Gulf Chevrolet Co., J. G. Frierson, proprietor, has changed its name to the Frierson Chevrolet Co. This change in name was made necessary by the signing of a direct dealer contract between the Chevrolet Motor company and Mr. Frierson, because of the chance of confusing with a Gulf Chevrolet company operating in Louisiana.

G. F. Burgess, Chevrolet factory representative, stated that the splendid sales results obtained by Mr. Frierson's organization during the strenuous fall selling campaign, when all previous Chevrolet sales records were broken, not only in Bay St. Louis, but generally all over the country, was responsible for the change in contract relations from an associate status under the Gulfport dealer to an authorized dealership.

The most beautiful Chevrolet in Chevrolet history has already jumped into greater popularity than any of the preceding models and with the added beauty features, mechanical improvements and other refinements will undoubtedly become more and more popular with those who look for appearance, dependability, economy and low first cost in an automobile.

New models will soon be on display at the Frierson showroom on Washington street.

L. & N. MAY RUN "GOLF-SPECIAL" TRAIN

The effort of Biloxi Rotarians to have the L. & N. Railroad run a golf-special train Bay St. Louis to Ocean Springs and thus share the fine golf courses and the players will be, if they succeed, a contribution to linking coast sports in a chain which in time should and probably will make a real unified playground of all the Mississippi Coast. Some of us cannot get along without some games now, while helping the work of making coast people familiar with each other and the business of making coast people familiar with each other.

tion, carries one through prospective beauty spots. Visitors would use this (L. & N.) train we think, in more frequent traverses of the coast, and as we're believing, they will be delighted with the courses which will be associated with a working holiday.

It is the hope of the Rotarians that the

MERCHANTS BANK AND TRUST CO. ELECTS OFFICERS

Annual Meeting of Stockholders Held Last Night at Banking House.

BOARD DIRECTORS ARE RE-ELECTED

Last Year's Success Anticipated as Former Heads Are Selected.

At the annual meeting of the stockholders of the Merchants Bank and Trust company, held last night, the following board of directors was elected to serve for the ensuing year:

Geo. R. Rea, John Osoinach, E. J. Lacoste, John R. Edwards, A. A. Kergosien, Geo. K. Edwards, O. T. Arnold, C. C. McDonald, John A. Breath, Paul V. Lacoste, Chas. G. Moreau.

Officers elected for 1927 are:

Geo. R. Rea, president; John Osoinach, vice-president; E. J. Lacoste, vice-president; John Edwards, chairman Board of Directors; Val W. Yates, cashier; Chas. Traub, assistant cashier; W. J. Gex, attorney.

Important executive committees were appointed.

The bank, like all other Coast banks, has had a prosperous year, and it seemed but fitting the stockholders should have re-elected those who in the main made it possible to enjoy such a degree of success. The bank during 1926 put in considerable new improvement, and under the administration of President Rea it is certain the success of the bank will continue.

NICHOLAS BURG BAY RESIDENT PASSES AWAY

Aged Resident Passed Away at Home in Union Street Wednesday Night—Remains Taken to New Orleans Following Morning for Interment.

Although long passed the biblical allotted age, the passing away of Nicholas Burg, at his residence in Union street, Wednesday night is noted with genuine regret.

He was aged 83 years and up some ten years ago was a prominent merchant New Orleans. Retiring from the activities of life he moved to Bay St. Louis and resided here permanently. He was fond of this place and it was his delight to spend his declining years in the city he loved so well. Prior to moving here permanently, for many years Mr. and Mrs. Burg were summer residents of Bay St. Louis.

The remains were taken to New Orleans Thursday morning for interment at Greenwood cemetery, out Canal street. As a business man in New Orleans he was well known, and owned considerable valuable property in the lower section of the city. He was for many years a director in the Property Holders' Mutual Aid and Fire Insurance Company, and identified with other business enterprises and civic organizations.

"He is survived by his widow, formerly Miss Catherine Arnold. The family consisted of two sons, A. J. and Louis J. Burg, and two daughters, Mrs. Ben F. Markey and Mrs. T. J. Wolfe. A grandson, Townsend Wolfe, resides in Bay St. Louis.

The death of Mr. Burg is generally regretted. He was a splendid citizen and fine type of man.

In the heart of Death Valley in California, 278 feet below sea level, a new artesian well gushes 1,000 barrels of water an hour.

tion, carries one through prospective beauty spots. Visitors would use this (L. & N.) train we think, in more frequent traverses of the coast, and as we're believing, they will be delighted with the courses which will be associated with a working holiday.

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RAILROAD PARTY VISITS GULF COAST EAST TO WEST

President Cole of L. & N. and Party Express Satisfaction Visiting Coast.

PARTY GUESTS OF BAY CHAM. OF COM.

Tour of Inspection, Says President Cole, Is Inspiration to All.

President W. R. Cole, of the Louisville & Nashville railroad, upon bidding "good-bye" to Warren Jackson, managing director of the Mississippi Coast club, upon his return to Louisville Tuesday evening after a two-day tour of the Mississippi Gulf Coast, under the auspices of the all-Coast organization speaking for all the members of his party comprising the executive staff of the Louisville & Nashville system, expressed deep satisfaction over the many courtesies which had been extended to the members of the party at Bay St. Louis and throughout the coast area and his gratification at the marked progress which the Mississippi Coast has made recently as disclosed by the inspection of the vast public and private development program under way here.

"The Louisville & Nashville railroad is not a stranger to the Mississippi Coast region," said President Cole, "and our Company has fostered the unfolding of the vast natural resources and the varied potentialities of the attractive area for many years.

The Louisville & Nashville system some time ago adopted an advertising budget of substantial proportions with a view to directing the attention of the people of America to the manifold advantages of the Gulf Coast section and we are glad to see that this program is arousing widespread interest.

"I have been looking forward with genuine pleasure to this opportunity to view personally the extensive activities throughout the Coast region which are commanding the attention of the nation today, to get acquainted with the progressive citizenship responsible for this great work and to enjoy the hospitality of your fine people.

Therefore, my associates and I gladly accepted the cordial invitation extended to us some time ago by the Mississippi Coast club.

"While we have kept in close touch with affairs on the Coast and are thoroughly familiar with the great improvements under way here I greatly acknowledged that the comprehensive picture which we have secured from this tour has been an inspiration and a revelation to all of us."

The establishment of the new Edgewater Park station on our lines which was commemorated with a ground-breaking ceremony Monday morning under the auspices of the Coast club, is intended to keep pace with the growing needs of the Coast.

"The opening of the Edgewater Park, Pine Hills, Martham and Tivoli hotels of great significance to the Gulf Coast region and we rejoice with our citizens in the acquisition of these splendid additions to the Coast's hotel facilities.

"We all have been deeply impressed by the wisdom, initiative and industry which is expressed in the development of such splendid projects as Gulf Hills, Pine Christian Isles, Edgewater Park, Pine Hills-on-the-Bay, and other great enterprises of the coast area.

"We have been gratified also to note a comprehensive schedule of public improvements—the seawall, bridges, including Bay St. Louis, paved highways, new schools and other constructive projects now underway throughout the Coast section. There is every evidence that this thriving section is alert to its unusual opportunities and that there is the determination here to develop the Mississippi Coast in the sound, orderly manner which gives guarantee of its continuous substantial progress."

"We shall look forward to the return to the Coast whenever and as often as circumstances will permit."

The complete personnel of the party of distinguished visitors followed:

W. R. Cole, president of the Louisville & Nashville railroad, Louisville, and Mrs. Cole; G. E. Evans, executive vice-president and Mrs. Evans; A. R. Smith, vice-president in charge of traffic and Mrs. Smith and Miss Francis Smith; W. A. Russell, passenger traffic manager, Louisville; J. K. Ridgway, general passenger agent, New Orleans; John Rose, superintendent, Mobile and New Orleans division, New Orleans; Dr. Lucine E. Burch, district surgeon, Nashville; and Mrs. Burch; Mrs. Leeds and Mrs. Stevenson, Louisville, and John M. Scott, secretary to President Cole.

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The death of Mr. Burg is generally regretted. He was a splendid citizen and fine type of man.

In the heart of Death Valley in California, 278 feet below sea level, a new artesian well gushes 1,000 barrels of water an hour.

TWO BIG GAMES WON DURING WEEK BY ST. STANISLAUS

Local Basketeers Win From Hattiesburg Wednesday and Again Thursday.

USUAL STARS SCORE HEAVILY

Bonura Fattened His Average—LaNasa Elicits Applause—Logtown Loses.

The scheduled series of basket ball between Stanislaus and the State Teachers College team from Hattiesburg is now history. The Red Devils of Stanislaus humiliated the future professors by taking both games of the series, the first by a margin of only 9 points, 33 to 24, and the last game by a runaway score of 42 to 28, clearly demonstrating their superiority on the court and the fact that they are ready to cope with any university team in the Southwest, barring none.

The winning of the Rockchaws must not be taken lightly, they accomplished a feat in defeating the Teachers, whose team is indeed very formidable, composed of big, fast men, who know the game from cover to cover, with as nifty a passwork as a chess master.

A good team, ay, but they met a better in Commanders' Fighting Red Devils, who are not only a bunch of speed merchants, but are wise to every trick of the game. Tossers of high calibre.

The first game of the series was played on Wednesday night and the visitors immediately took the lead with six points in as many minutes, but they began to have foul charged against them and the red shooters tallied repeatedly from the free line.

The first period found the visitors leading by a score of 14 to 14.

When the second half started Marcell Schwartz, who is on the basketball team, began to show his stuff. Schwartz engaged a trio of long beauties that took the starch out of the Pros and the Red Devils forged ahead. The game waxed fast and furious before a Prof could get flatfooted a devil was athwart his bow. Speed began to count and the Rockchaws started to run away.

When the final whistle sounded they had tallied 19 to 6 for the half and won by a total of 33 to 24.

Second Game.

After upbraiding themselves the night previous for permitting a bunch of Hi school boys to defeat them, the State Teachers quint took the court on Thursday night by a score of 42 to 28.

At no time during the contest were the locals in any danger.

Big Zeke Bonura got off at the start and scored, LaNasa landed a long beauty and Zeke got another and closely repeated, Schwartz scored and the team stepped on the gas.

Passwork la Rockchaw was working like well-regulated machinery. The Big Boy was on a rampage with his mates working in perfect unison. At the end of the period they led by a score of 22 to 9.

The Prols put on a rally in the second half, but were met on a balanced scale by the Red Uns and the rally amounted to very little. The margin of 13 points in the first period was too great to overcome. The playing of Brasfield was a feature of the game, being high gun for his team.

Big Zeke Bonura fattened his average by caging thirteen varieties. LaNasa's playing elicited much applause.

The final score read 42 to 28.

First game line-up:

Stanislaus	fg	fg	fg
Burns, forward	2	0	0
Genard, forward	2	2	0
Schwartz, forward	6	2	0
Bonura, center	4	2	2
LaNasa, guard	1	2	1
Hennen, guard	0	1	1

Totals	13	7	6
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State Teachers	fg	fg	fg
Hackney, forward	2	1	1
Brasfield, forward	5	2	1
Carter, forward	0	0	0
Dodson, center	1	0	0
Fells, guard	2	2	1
Davis, guard	0	0	0
Russell, guard	0	0	0

Totals	10	4	12
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Second game line-up:	fg	fg	fg
Stanislaus	fg	fg	fg
Genard, forward	2	0	0
Burns, forward	1	0	0
Schwartz, forward	15	0	2
Bonura, center	9	1	2
LaNasa, guard	0	1	1
Hennen, guard	1	0	1

Totals	19	4	10
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State Teachers	fg	fg	fg
Hackney, forward	5	2	1
Brasfield, forward	1	1	2
Carter, forward	2	1	2
Dodson, center	0	2	0
Fells, guard	0	2	0
Davis, guard	0	0	0
Russell, guard	0	0	0

Totals	10	3	6
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emerged as victors by the close score of 24 to 12.

The Sea Coast EchoECHO BLDG.
Thirty-Six Years of Publication.

Chas. G. Moreau, Editor and Publisher.

Official Journal Board of Supervisors.

Official Journal City Bay St. Louis.

Member National Editorial Association.

Member State Press Association.

Subscription Terms, \$2.00 Per Annum.

Always in Advance.

Entered as Second-Class Matter at the Postoffice, at Bay St. Louis, Miss., under Act of March 3, 1879.

Baseball seems to have its scandal season.

Well, they have actually arrested an Illinois gang leader.

The latest pressing problem concerns poison in alcohol.

Political rumors for 1928 are coming thick and thicker.

Business knowledge: Crude oil production steadily gains.

It begins to look like the Gleaves report was a secret matter.

New York state now claims a superior oyster. Not interested.

It is about time for various bodies to pass resolutions about Nicaragua.

Any number of war veterans want to know what is meant by "loan value."

The biggest thing in the world, to some folks, is who is going to fight Tunney.

The tired business man will have no place to go when television becomes a fact.

Now the great powers are looking for somebody to blame for the Chinese mess.

This is the time of the year to plan town beautification. The way to begin is to start at home.

The average man will read the sporting page; even if he doesn't keep up with his club dues.

One bill that will pass Congress, on time, will provide for the pay and allowances of Congressmen.

Advertisers will find us always glad to help them spend their money on newspaper advertising.

Calexico and Mexicali split an earthquake between That's fair play in international relations!

Briand says peace took root in Europe in 1926. That's all right until somebody decides to uproot it.

Hindenberg pledges Germany to work for world peace—and, for one, we believe the old man means it.

Prize hunters are now going after the two \$25,000 awards to be given for essays on the ideals of Wilson.

Some people are so dumb as to think that the Battle of Princeton concerns the breakup of the Big Three.

Washington awaits a seizure of oil lands in Mexico. Our private opinion is that Washington has a long wait.

Thrilling disclosure: Tablets discovered at Ur show that mathematical figures were used in the days of Abraham.

British scientists exploring the prehistoric pyramids of minors will probably discover the beginning of the poultry trust.

The government wants to refund \$17,156,897 collected illegally. Sad to admit, but we are not concerned in this "divvy."

About eight months from now many individuals will be wondering what happened to the prosperity being predicted by agricultural, industrial and labor leaders.

President Coolidge declared at Trenton that the United States does not desire an armament race. He represents America in that.

Now comes a Philadelphia scientist and states his conviction that man really came from a fish. We have long suspected the same.

The president wants the press to back the foreign policies of the government. Job printers want the government to quit press work.

BRIDGE OVER BILOXI BAY.

An event of unusual interest and meaning occurred Wednesday at Biloxi on the occasion of the formal opening of d'Iberville bridge, a series of concrete spans connecting the city of Biloxi with that portion known as North Biloxi, and crossing Biloxi Back Bay.

This bridge is built at a point where d'Iberville is said to have landed, and nearby, a boulder marks the spot. The formal opening of the bridge and ceremony incidental thereto brings back to that spot the spirit of that historical character so intimately connected with the Mississippi Gulf Coast, including the discovery of our own Bay of St. Louis.

Frank Craigie, representing a chain of newspapers, said in the Coast Herald Thursday:

"Had the spirit of Pierre le Moyne, Sieur d'Iberville hovered over the rippled waters of the Back Bay yesterday, when 5,000 of the men, women and children of Biloxi heard the story of the settlement, under the flag of France, of that fair wave-lapped strand, that spirit would have relapsed into human pride at the yielding of tribute that 225 long years had failed to lay in the dust of forgetfulness."

The bridge is not only a tribute to history but also one to modern thought and deed, and meets a demand created by the dawn of newness on the Coast. It is linking the greatest highway connecting Bay St. Louis with New Orleans and Mobile, and the great highway connecting the West with the South.

HELPING BUILD THE GULF COAST.

After the luncheon given dress representatives of the Mississippi Gulf Coast by the management of the Edgewater Gulf Hotel, on the Coast, last Saturday afternoon, the party retired to one of the parlors on the last floor of the hotel for a talk and later a visit on the roof top, to view the gulf and coast section, a wonderful and interesting panorama.

The management took occasion, during the talk on the hotel as a project, its construction and subsequent completion, on the eve of the formal opening, to state how every agency of human endeavor assisted to make it possible the hotel be finished on schedule time, and that it was completed considering ground was broken that it was completed fully within a remarkably short time, considering ground was broken for the great structure on last March 17th.

Of these various agencies, said Mr. Burns, manager, none are more outstanding than the Louisville & Nashville railroad. The Company, it was stated, did things that railroads do not generally do. It was frequently necessary to have carloads of material in quick time, and on such occasions, more than once, the L. & N. attached freight cars to through passenger trains.

Fast and through freight trains were established, covering the trip from Chicago to Edgewater in less than five days. It was stated that this kind of service stood as an outstanding factor in the rapid construction of the big building and gratitude for such attention in a tense time was indeed worthy of mention and is worthy of the L. & N. system of service.

COMMISSION FORM OF GOVERNMENT.

Voters of Bay St. Louis are today voting on the adoption or rejection of the proposed commission form of government, and it is evident the proposition will carry.

It is expected a large poll of voters will result. The question has so often been discussed, pro and con, that it is well it be put to a vote and let the voice of the people decide. We are the people governed by the people and whatever their decision is we must bow to the wish of the majority.

In any event, it will be well to give it a trial, should it carry today and in time it will be easy to discern and learn to our own satisfaction which is the most expedient for our government. We must look at this matter from an economic standpoint as well as the best method for this section.

We are confident the people of Bay St. Louis will vote intelligently today. There are no outside influences, as has been charged. It is simply a subject of home concern and home people have a right to say that which they wish.

LOOMING UP BIG.

As a distinct contribution to the material upbuilding of the city of Bay St. Louis and to its moral side as well, we wish to refer to the building now in progress of completion and to be known as the A. & G. theater, a proposition that involves some \$60,000.00.

Adjoining the Echo Bldg., with an open street space of 18 feet, the building towers above the newspaper and office building and attracts general admiration and comment of satisfaction. The front facade, about finished, save for the tile and stucco ornamentation, is distinctively of the Spanish type frequently referred to as mission style. It will be by far the most attractive movie theater building on the Coast, most modern and is practically fire proof, a worthy building befitting a fast-growing city like Bay St. Louis.

We are quite proud of our neighboring building and also that it will stand for, clean and instructive as well as constructive amusement as well as entertainment. It is a healthy sign. And such improvement bring on others and carry with it a significance of more than ordinary interest and advantage.

DANGEROUS AUTOMOBILES.

The increasing number of automobiles guarantees an interesting existence for the average pedestrian. Figures recently compiled show that for every 923 cars licensed in the United States during 1925 there was one death, attributable to the automobile, not including the fatalities charged against heavier vehicles such as trains, trolleys, etc.

Deaths from automobile accidents are divisible in two major classifications: (a) those involving pedestrians and (b) those involving occupants of automobiles only. Both of these include the innocent as well as the culpable.

In attempting to solve the automobile menace care should be first directed to the protection of the pedestrian, who, compelled to walk, is at the complete mercy of the reckless, or intoxicated, driver. For his protection stringent regulations are provided, but in order to encompass him with safety these regulations must be enforced.

Every time you see an automobile or truck speeding along the streets of Bay St. Louis you are witnessing a direct violation of the rights of the pedestrian and a flagrant disregard of their safety, which should be promptly punished. It is only through summary action against drivers who repeatedly violate the safety regulations that our annual death toll is to be reduced. It is about time that we give the matter some attention.

WHAT OF YOUR NAME?

Once we heard a lady, in a public address, urge young men to safeguard their names, pointing out to them that it belonged not to them alone but to all others, widely scattered, who bore it.

In everyday life we have frequent occasions to meet new faces, and unconsciously we judge the stranger by the name he bears. Later, perhaps, we revise the initial valuation, but for a time, the worth of the name he bears. Later, perhaps, we revise the initial valuation, but for a time, the worth of the name he bears justifies or condemns the known man.

The other day a lawyer on the Coast told us an interesting occurrence which illustrates the statements made above. Two strangers walked into the lawyer's office, discussed a matter, and before leaving turned it over to him for attention. As the lawyer required a retainer in advance he suggested to them that they make inquiry as to his reputation.

The visitors said this was unnecessary. The lawyer then asked who had sent them to his office. The answer was, "no one." The curiosity of the lawyer having been aroused he asked him, whom so many others were available. The answer surprised him.

One of the visitors said: "I was in the army and served under Capt. Jones." He was a fine man, straight as they make them. I saw you had the same name and I wanted to come to you."

WANTED: A SLOGAN.

The Sea Coast Echo, Official Journal of Commerce, Bay St. Louis, Miss., is offering a \$100.00 reward for the best slogan.

ODE TO BAY ST. LOUIS.

Here's to Bay St. Louis
In a fine old State,
Where apple-sauce banquets
Are one dollar per plate.

Where grass-widows are warm
And cheeks are cold,
Where realtors croak
At the sight of gold.

Where girls use paint
And gallons of dye,
Where sheiks have crust
If they don't eat pie.

Where gasoline odors
And the perfume smells,
Where radios jazz
And the phonograph yells.

Where a Ford's a Ford
From spare to hood,
Where five an' a half million
Ain't down no good.

Where live-wire collectors
Don't let you forget,
Where bubbles prefer blondes
Till they see a brunette.

Whar' razors are sharp
And wipers are dull,
Whar' Chevrolets Charleston
And messup yer skull.

Where flappers sneak out
To enjoy a hot dance,
And remove all the hate
From a teahound's pants.

Where the moon shines bright
While spoochers hold hands,
Where grandparents square-dance
Without monkey glands.

Where nights are cool
And ice cream's cold.
Where extended notes
Look a hundred years old.

Where golfers come
To scrub their stuff,
But when they see our course,
They've had enough.

But hold yer potatoes
And don't you fret,
Cause this gold dun burg
Will GET THERE yet.

Louisville and Nashville Railroad Advertising Coast

To those who are not familiar with the underlying causes for the sudden popularity of the Mississippi Coast, information secured from a portfolio sent by Mr. W. A. Russell, traffic manager of the L. & N. railroad, to Mr. I. V. Colly, at Biloxi, will be a startling revelation of the great amount of advertising done by this railroad system alone.

This large booklet contains cuts of advertisements appearing in the Saturday Evening Post, for over a year, beginning January 2, 1926, in the Literary Digest for nearly a year, in the National Geographic Magazine since June of 1926; in the American Magazine and Review of Reviews, beginning in April, 1926, and running until February, 1927; in the Cosmopolitan during November, December of 1926 and January of 1927. Colliers contained an advertisement on January 15; the Country Gentleman during November and December; the Ladies' Home Journal for February; the Atlantic Monthly for February, as well as Harpers, the Golden Book, Scribner's and the World's Work.

Mississippi Gulf Coast advertising matter has appeared in newspapers in the following states, with the number of newspapers opposite the name of the state.

Illinois, 54; Indiana, 49; Iowa, 19;

Kansas, 17; Kentucky, 4; Michigan,

24; Minnesota, 11; Missouri, 31; Ne-

braska, 5; New York, 11; North Da-

kota, 2; Ohio, 90; Ontario, 5; Penn-

sylvania, 15; South Dakota, 2; West

Virginia, 6; Wisconsin, 13; making a

total of 358.

In addition to this, the A. & W. P. Railroad, in connection with the L. & N. are sponsoring an advertising campaign with the three Atlanta newspapers, the Atlanta Georgian, the Atlanta Journal and the Atlanta Constitution during the months of Jan-

uary and February.

Mr. J. P. Billups, general passenger newsman, together with one crack newsman from each of the above newspapers, will visit the various resort hotels of the Mississippi Coast, as a sort of inspection of the service, cuisine, etc., of these institutions, and will, in all probability, attend the opening banquet of the Edgewater Gulf Hotel on Monday night.

An eight page leaflet, in three col-

ors, is being printed, and this will be mailed to a selected list of some ten thousand people in Atlanta and the surrounding vicinity.

Tex, ho wabout arranging a fight

between Tunney and the husband

who didn't get his raise January

First?

What the average pedestrian craves

for 1927 is fewer brains in meat

markets and more behind the steering wheel.

The gal who slapped a clodhopper's

face in a flivver last night says she'll

go to the news stand for the next

Country Gentleman.

Nowadays when a man goes 24

hours without shaving, the wife takes

home coconuts for her evolution pa-

pa to throw at the children.

Vaudeville jokes are now being

mailed from New York to Chicago by

train instead of airplane, so they

won't go over the people's heads.

Mac Murray in "Valencia" is the

very reason many sweet daddies are

going to prefer seats, as well as

blondes.

Philadelphia woman refuses to marry tire repair because he's a hi-

jacker.

It's hard to believe Al Smith an ardent golfer having ran for office so

many times.

Presidents of a Michigan Kiwanis

club lost his minutes and his dumb

wife brought him a 20 dollar wrist

watch.

Tex, ho wabout arranging a fight

between Tunney and the husband

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\$5,000,000 TO BE SPENT FOR RADIO PROGRAMS IN 1927

National Broadcasting Co. Expects Deficit at Start of Centralized Entertainment—No Expense to Listeners-In.

The National Broadcasting company, of New York, announced this week that it would spend \$3,800,000 in the next twelve months to supply to radio fans entertainment of a character which will cost the listeners throughout the country nothing.

In addition, \$1,500,000 will be spent for talent alone by commercial firms sponsoring programs over the company's hookups.

"The expenses for the year," said Merlin H. Aylesworth, president of the company, "will be greatly in excess of the receipts."

"And due to the fact that all broadcasting stations in the United States are operating at a loss, and because the public will not permit promiscuous 'plugging the trade' broadcasting, I expect to see many of the smaller stations among the 600 to 700 in the country gradually disappear as their owners' interests wane and the big deficit appear."

The company reaches by wire 80 per cent. of the radio population of the United States and relays leading programs, by air, to the other 20 per cent.

Mr. Aylesworth said there would be no let down on the policy of excluding advertisers except as their message takes the simple form of announcement of the firm, person, or organization sponsoring a program. No descriptive talks of commercial products, such as is permitted in some small stations, will be permitted.

"We expect to put on all important material of every kind, and the only censorship of the air will be that exercised, not through controversy, but interest. We expect to guarantee a full representation of any subject, governed only in the interest of the 20,000,000 listeners."

Since the first of the year the company has broadcast, somewhat controversially speaking, Governor Smith, President Green of the American Federation of Labor, and Norman Thomas, former Socialist candidate for governor of New York. The

DOROTHY'S WEEKLY LETTER

Conducted Especially For The Sea Coast Echo.

Dear Girls:

I received a letter from a young woman last week that has a question in it which I believe will be of interest to many of you. Miss S. works in an office and makes a good salary. She has no dependents, neither has she any near relatives upon whom she might call, in time of necessity.

She says that she skimpes on her clothes in order to save money for a rainy day, having a horror of ever becoming helpless. But she adds, the girls with whom she chums spend all their money on clothes, which they have the care of, while she sits at home.

It is certainly a question to ponder well. There are so many dire things that might happen to a lone girl that it is a wise move to have money in the bank, but on the other hand in this day and time when clothes and style make even homely girls good looking, I know of no better investment towards finding an eligible husband than by wearing good looking things.

Be a girl ever so sweet and attractive if she fails to advertise these qualities as her light is under a bushel as far as the average man is concerned.

To have stylish clothes, however, is not so much a question of money as it is a question of taste.

I have seen clever girls with little money who knew what they could wear and how to wear it, put a wealthier sister who judged clothes by the money invested, out of the running so far as appearance was concerned.

It seems to me if I were Miss S. I would take the amount of money I had been wont to save each month and divide it into two parts. One part would go in the bank as before and the other would be invested in things to enhance my good looks; clothes, shoes, accessories or beauty shops as the case might be. Then I should give a little of my time to studying my good and bad points and last, but not least, I would take care to make my good points evident to those around me.

Of course, the suggestion above is made on the assumption that Miss S. would welcome an eligible husband. If she looks askance at matrimony the only sensible thing to do is to save her money in order to have means of support when she becomes too old to work.

Cordially Yours,
DOROTHY.

DONEGAN SHOWS ALL NEXT WEEK

What promises to be a high class amusement attraction is the Donegan's Shows scheduled to show in Bay St. Louis next Monday, January 17, for an all week stand, ending Saturday, January 22.

This company has played here before, and is rated as exceptionally good by all of its patrons.

The personnel is composed of ladies and gentlemen who cater only to the moral and refined, and each is an artist in his or her line.

The opening night, Monday, Jan. 17th, is Ladies' Free Night, and any lady over the age of 16 not receiving one of their regular "free lady tickets" can clip the coupon which appears in their advertisement in this issue of the Sea Coast Echo, and it will be honored as such ticket at the door.

Show to be located on lot opposite L. & N. depot, easily accessible and on high and dry ground.

Total: \$123,235.12

1. Leo W. Seal, cashier, do solemnly swear that the above is true statement of the financial condition of The Hancock County Bank located at Logtown, in the County of Hancock, State of Mississippi, at the close of business on Friday, January 12, 1927, to the best of my knowledge and belief.

LEO W. SEAL, Cashier.

Correct—Attest:

R. C. ENGMAN,

CARL MARSHALL, directors.

State of Mississippi,

County of Hancock.

Swear and subscribed before me, by

Leo W. Seal, cashier, this 12th day of January, 1927.

J. A. BREATH, Notary Public.

and P. R. Bennett, Esq., my commission expires on the first Monday of January, 1928.

Done at Logtown, Miss., on the 12th day of January, 1927.

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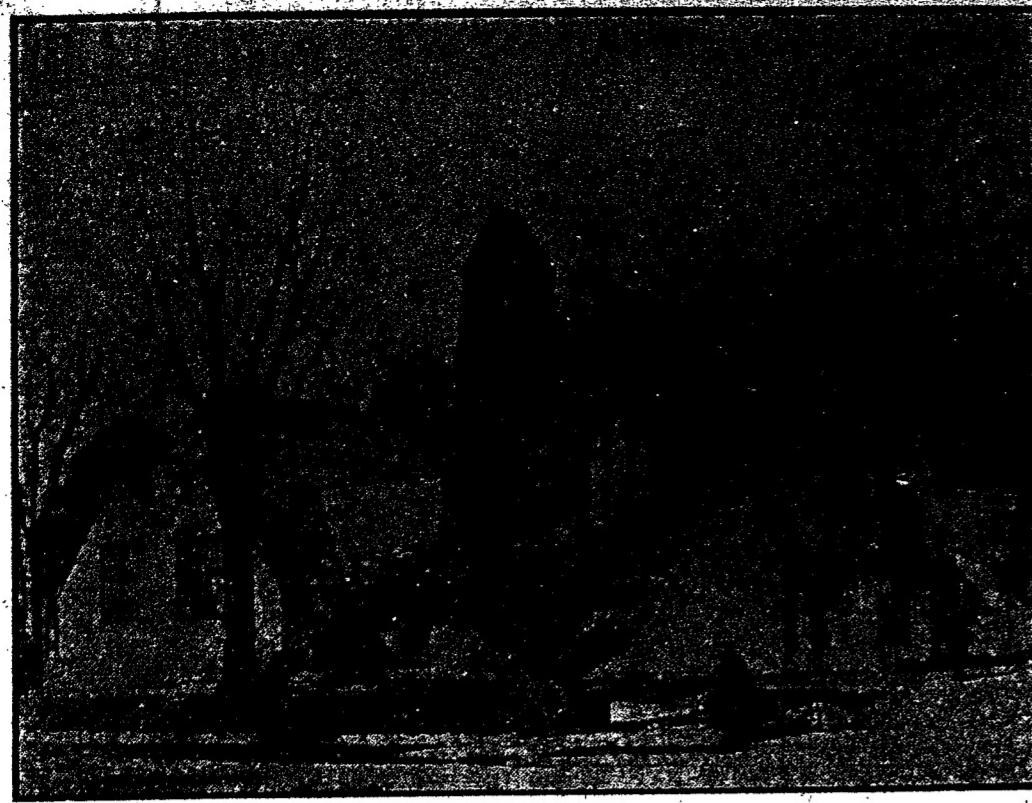
and P. R. Bennett, Esq., my commission expires on the first Monday of January, 1928.

Done at Logtown, Miss., on the 12th day of January, 1927.

LEO W. SEAL, Cashier.

Correct—Attest:

NEW CHURCH BUILDING FOR CITY



NEW COLORED METHODIST CHURCH

On Goodchildren street, which is being built as a memorial to the late wife of Bishop R. E. Jones. The church, when completed, will cost \$20,000, not including the furniture which will cost \$5,000. The pastor, Rev. A. L. Holland, hopes to enter the new church by Easter. The picture shows the church and the community house. The community house is not in the present unit, but is to be built soon.

The church is being made possible by gifts from the general board of the M. E. church and by the very fine help received from our bishop and the members and friends of our work. We are very grateful to all of our many friends who have helped us in any way.

R. J. SQUIRES, chairman of Trustee Board,
REV. A. L. HOLLAND, pastor.

NUN REFUSES TO
GIVE UP FAITH;
LOSES FORTUNEBobbed Hair Styles
Affect Chinese Women

Celestials Do Not Follow Our Women
But Lose Jobs Making Hair
Nets.

Every little whim which eventually assumes the proportions of a fad, and then later becomes "the thing" for the rest of the human family to adopt in order to be in the latest style or in good taste, has its effect either good or bad on someone, some where.

Now, whoever it was who conceived the idea that long hair was not the thing for women, but that in its place the female of the species should clip it off and adopt a bob, perhaps never gave one minute's thought to what would take place by so doing. Of course, she didn't, and of course she did not even care. She, like many others, was looking out for number One and that was all there was to it.

By so doing, however, she has contrived to play havoc with certain lines of business. Of course, on the other hand, the new fad caused extra dollars to run in new channels. The barbers and hair dressers got this extra money and up to the present time none of them have been heard to complain about it. At least none of the barbers in this section have started a campaign against the bob.

On the other hand, a certain industry which flourished prior to the bob in a certain section of China has about dwindled to nothing. That was the industry which provided women with the various types of hair nets, which were so necessary for those who wore their hair long.

Some several thousand Chinese women who were employed day in and day out knitting nets from human hair, have been forced to look for other employment. This line of trade has fallen off considerably according to reports, and local dealers say that the demand for them here is not near so great as it was a few years back.

Not only these folks have lost money by the new fashion, but manufacturers who made the various kinds of ornamental combs used in the hair no longer find sale for their product. These were formerly to be seen on the notion counters of the dry goods stores, and the more expensive, with jewel decorations found in the jewelry stores have disappeared. By chance you might find a few of them here or there, but it is most likely that these are some of the old stock left over from the old days, and which would be eagerly sold to any who might wish to purchase at a greatly reduced price. So far as the demand goes, these particular articles are dead stock in the merchants hands, and those in this vicinity who happen to have any would be delighted to get rid of them almost any price, if what is here is correct.

The short hair does not admit of this kind of additional ornamentation, even if it were desired, for these combs could not be made to stay in place. So they are useless to women who have cut their hair, and they seem to be in the greater majority.

Dame Fashion says, "Thumbs up or thumbs down," and that's what it will be.

TRYED and TESTED!

"BALL-BAND" (Red Ball) Boots are built to go out with the owner in any kind of wet weather and give him good service. Not only good service, but long service.



We are glad to recommend such boots and rubbers, they satisfy customers with MORE DAYS WEAR.

BALL-BAND

JOHN C. MULHALL & CO., INC.

Bay City Has Sunbeam Band

Sunbeams! Sunbeams! Sunbeams!
We climb the mountains steep,
We cross the waters deep,
To carry the light.

Sunbeams! Sunbeams! Sunbeams!
The Sunbeam Band meets every Sunday at 3 o'clock at the First Baptist church.

Officers are as follows: Lois Vickery, president; Marion Ingram, vice-president; Olevia Gilmore, secretary; Earl Branch, treasurer.

All children are cordially invited to come.

Marine Corps aviators at Quantico, Va., recently flew in football formation, with Lieut. Sanderson as quarterback.

Jacques Thornier died in Paris at the age of 78 from whooping cough contracted by his grandchild.

If a gang of flappers attended a horse race wouldn't you call the track fast?

Card of Thanks.

I wish to thank one and all who fought so valiantly at the fire of Tuesday morning, thereby saving my home and dwelling, and also to those who were so active and prompt in removing to a place of more safety my household furniture and other belongings. I am grateful indeed, to one and all and wish to so express my appreciation, not forgetting the fire company.

Gratefully,
Mrs. A. Hendon and Family

EVEN SANTA CLAUS
FINDS CHANGES IN
TIME AND THINGS

No More Honest-to-Godness Stockings—Says Better Merchandise Is Bought Away From Home Myth
Stock to Home Merchant Is Preachment.

A little interview with old Santa Claus, since his recent visit, here might be of interest just at this time. The good natured old gentleman stated among other things that customs with regard to his annual visit have undergone many changes within the past year. "Now, for instance," he said, "I find that the Christmas tree is fast replacing the former custom of hanging up stockings in many places. Folks seem to be inclined to have me hang their gifts on a brilliantly lighted tree than to stuffing them into stockings, socks and what not, hung to the fire places. And then, too, I find a considerable change in the style of stockings, where stockings are used. The old time lisle, cotton and woolen stocking or sock has almost disappeared. In their place I very frequently find a very flimsy affair. They are of silk and I tell you, young man, I sometimes almost wish when I find these kind of stockings hanging up, I lose a lot of time trying to get things into them, and very often, I leave them with a snagged place. This, however, folks will have to excuse for I haven't much time to spend at any one place, and in my haste, these little accidents will occur. These silk affairs are all pretty enough, and even for a man of my age, I like to look at them, but take it from me, they don't answer the purpose for my particular line, near so well as those of the old days."

Times may be hard, and the majority of us may be short on cash, but in all, it seems that the holidays this year have been most pleasant, and the most of us have been dealt with most kindly and generously. We are not near so bad off as we might be. It will only take a casual glance round about us to find lots of folks not near so well fixed as you are. Therefore, it behoves all of us to be extremely thankful for the blessings which we have enjoyed and turn our faces toward 1927 with renewed energy and determination for better things in the future.

So let's get away from this constant cry of hard times. It has a disastrous effect on the community in general. Let's talk prosperity, let's think prosperity, let's work for prosperity and everything will soon be humming and no one will have time to think of hard times.

There are always some folks who have the idea that they can get better merchandise at less cost away from their home town. They are forgetful of the fact that they are in business here and expect the public to buy from them, and that in order to keep the town growing they should in turn do what buying is possible at home. As an illustration of the fact that out of town merchants do not always give as good values as can be had locally, the following incident is cited.

A former resident of this city was on his way here to spend the holidays with relatives. He happened to pass through a large and nearby city. While there he decided to make a few purchases in the way of Christmas presents. One article in particular he had in mind as a gift for his mother. He visited one of the better known stores and priced this article.

He was marked considerably higher than he had anticipated. He therefore, decided to wait until he got home before making his purchase.

While here he went to see some of these same articles. He was shown the identical pattern and the same identical brand as that in the larger city store. The price, however, was not in accord. As a matter of fact, it was just twenty dollars less here at home than the one away from here. He purchased here.

You folks who are always running out of town to buy things that can be had here, might think this over. It may be, you have been wasting some real good money, by not sticking to the home merchants and business houses.

A baby with two perfectly formed heads, but which died shortly after birth, was exhibited to students at Jefferson hospital in Philadelphia.

Through fear of being mistaken for bandits by Marine mail guards, peaceful hoboes are stealing fewer rides on railroad trains.

**Statement of the Financial Condition
MERCHANTS BANK AND TRUST
COMPANY
of Bay St. Louis, Miss.
At the Close of Business, Dec. 31, 1926.**

RESOURCES.

Loans and discounts 773,018.41

Overdue and unearned 11,13

Stocks, bonds, securities, etc. 27,037.60

Emergency fund with state treas. 2,600.00

Banking house 2,228.00

Banking house and fixtures 23,771.72

Due from other banks—commercial or reserve funds 92,058.02

Banking house checks for next day's clearings 4,503.24

Currency 10,904.00

Gold coin 1,933.97

Government nickels and cents 80,000.00

Bonds borrowed 50,000.00

TOTAL \$1,034,943.06

LIABILITIES.

Capital stock 35,000.00

Surplus fund 55,000.00

Undrawn profits, less amount paid for interest, taxes and current expenses 1,056.45

Dividends 6,332.60

Banking house deposits subject to check 300,268.51

Savings deposits 287,000.44

Certified checks 145,599.30

Banking house, other than branches 15,578.27

Cashier's checks 7,543.65

Banking house, cashier's checks 1,000.00

Bonds owned 30,000.00

All other items of liability, via suspense 44.04

TOTAL \$1,034,943.06

I, W. V. Yates, do solemnly swear that the above is a true statement of the financial condition of the Merchants Bank and Trust Company, located at Bay St. Louis, in the County of Hancock, State of Mississippi, at the close of business on the 31st day of December, 1926, to the best of my knowledge and belief.

Consept—Attest: W. V. YATES, Cashier.

JOHN OSORIACHE, CHAS. G. MORRALL, Directors.

State of Mississippi.

Swear to and subscribed before me, by W. V. Yates, cashier, this 7th day of January, 1927.

J. D. BREATH, Notary Public.

My commission expires first Monday in January, 1928.

JAN. ALLOWANCES
BOARD OF MAYOR
AND ALDERMEN

(Official Proceedings)

The following bills were allowed approved and ordered paid out of the following funds:

City Funds

G. V. Blaize, mayor, salary 75.00

Char. Traub, Sr., alderman, salary 10.00

Jas. March, alderman, salary 10.00

City Fund

H. S. Gillum, alderman, sal. 1 spec. 10.00

John Oniel, labor 10.00

Albert Jones, city marshal, sal. 100.00

Albert Jones, expense of auto 15.00

Tom Machado, spec. police, sal. 60.00

Felix Fayard, sanitary inspec., janitor 5.00

City hall 60.00

J. Ladner, sext. salary 12.00

Ant. C. Blaize, spec. salary 12.00

F. H. Egloff, assessor and tax col. 225.00

R. L. Gemini, city attorney, salary 75.00

Month, firemen, eng. 5.00

Bay Jenny, expense of auto 5.00

Conrad Sick, meat inspec. salary 30.00

Clarence Soule, waterworks inspec. 22.00

Calot, funeral, cleaning cemetery 96.96

Waterfront Fire Engine Works, mds. 12.00

W. C. Hobbs, spec. police, 4. days @ \$3.00

Albert Jones, spec. call 1.00

Herbert Cholma, labor 39.00

John Oniel, labor 57.00

Joseph Capdepon, labor 43.50

Daniel Farve, labor 80.50

John Alphonse, labor 95.00

Ernest Ayers, labor 72.00

Alfred Carver, labor 57.00

Alfred Besoncon, labor 39.00

John C. Blaize, labor 39.00

Domonick Choma, shells 12.15

Walter Maurice, shells 5.40

Henry Colson, shells 9.45

John Alphonse, shells 10.75

R. H. Blaize, shells 13.35

Richard Daugherty, shells 5.35

James Tacon, shells 9.30

Aug. Tacon, boarding prisoners 2.00

The Sea Coast Echo, stationery and printing 203.67

S. C. Blaize, surveying Blaize Ave. 10.00

Bay Ice and Bot. Wk., coal 59.20

Mississippi Power Co

BAY HIGH VERSUS GULFPORT

Locals Play Double Header With Gulfport and Long Beach at S. S. C. Gym Saturday.

The basket ball fans were treated to some sport last Saturday evening when Bay Hi engaged in a double header with Gulfport and Long Beach teams at Stanislaus gym.

The visiting teams were delayed a bit and the start, scheduled for 7:30, did not take place until 8:10. But when it did start there were doings.

The fair sextet of Venuses who fight for the black and gold of Bay Hi started the fray against a swift organization from Gulfport Hi. The first half went to the visitors by a margin of three points; 9 to 6.

Bab's Battery Blazes.

The enemy from deep water were hilarious, the dope read: "Easy sailing—but, sweet papa! they changed to gloom when the second period came and 'Babs' Sich opened fire. The fur fairly flew, Percy. When the quarter blew, the second scoring registered 8-0, favor Bay Hi. Gulfport managed to make a basket and saved themselves an egg.

The playing of Babes was some of the neatest work seen in moons and deserved the wild applause received.

The girls are running 100 per cent. so far, having won the four games played. When they doctor that pass-work they will be a classy lot.

The scoring ended 15 to 11. Miss Mary Perkins, referee.

Long Beach Noses Bay Hi 26.

The lads of Bay Hi did not fare as well as their sisters in the game that followed in the double bill; the Truckers from Long Beach nosed them out of victory in the last minute of play by a lone score.

The fourteenth century passwork of the locals, particularly in the first period, accounted for the loss of the game. Bay's rally in the last period was fine, but the margin that the visitors had was too great for them to overcome.

The Truckers were off on their shooting from the very start, missing a quartette of crips in as many minutes.

They however were poison on the free line. Doing up through poor passing resulted in the visitors running up a score of eighteen points to the locals' nine at the end of the first half.

Fast Rally, Too Late.

Bay Hi, coming back in the second period, displayed a brand of hall that caused the crowd to sit up and take notice. Had they played that kind of game at the beginning, the Truckers would have been a sad lot. Bay started off on the right foot and in short order, Ladner, Taconi and Coward had run the score to nine points, the quarter ending 9-2 for Bay.

The playing was fast and furious, Long Beach took advantage of every bad pass and ran up the score too far for the locals to catch. Taconi caged a couple of fives, Ingram got a basket and Ladner made a pretty long shot, but the final whistle crabbled the chances, and Bay took the little end of the total; 27 to 26.

Burns and Levering officiated.

COMMENT ON SPORTS

Baseball is passing through its dog days.

Following the charges of Leonard against Cobb, Speaker and Wood, other discredited players have brought forth other serious charges. They include:

Swede Risberg, outlawed in 1920 for implication in the famous world series' frame-up, charges that in 1917 the White Sox bought four games from Detroit. He names a number of players as having participated in a pool, formed for that purpose. The story is, of course, denied, and the explanation is made that the money was given to certain Detroit pitchers for good work against another team.

Then comes Barney Dreyfuss with the charge that in 1921 the New York players offered money to the Brooklyn team if they would beat the Pittsburgh in a series at Brooklyn. This charge is also denied.

Commissioner Landis, it seems, will be kept busy most of the winter hearing charges against baseball stars. The sky seems to be the limit to the talk going the round, and practically everybody seems to be liable to implications.

We are not realistic in the result on the so-called national game. The house-cleaning comes from a free exchange of public charges on such matters we hold no longer harm.

In the present stage the Commissioners will have to take some positive action as many of those alleged to be involved are now taking prominent positions in the leagues.

Alabama can true to form in pulling a lost game out of the fire in the last few minutes of play at Pasadena. With four minutes of the game left, Stanford's seven point lead seemed a winning margin, but the Southerners blacked a punt and a series of backs put the ball over for the six points. Then came the successful effort for the seventh and necessary point.

Which leaves the dove tied up in all manner of knots and nobody able to name a national champion.

Champion Tunney accepts Tex Rickard's offer for a championship bout with an emphatic yes. The two fighters are to meet at the Coliseum on January 17th.

DAY BY DAY IN MISSISSIPPI

BY HELEN GOODWIN YERGER.

Sen. Coast Echo Jackson Higginson, Room 101, Lamar Life Ins. Bldg., Jackson, Miss., Jan. 4, 1927.

Nineteen hundred and twenty-five predictions to the contrary, no great commotion in political circles is to be noted in the Capital City. Announcements for state offices have had no additions during these opening days of the new year, and there are not at the present time even rumors of recruits to the ranks of aspirants.

The race for governor predictions to the contrary, no great commotion in political circles is to be noted in the Capital City. Announcements for state offices have had no additions during these opening days of the new year, and there are not at the present time even rumors of recruits to the ranks of aspirants.

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